

### **Amendments to the Claims**

Please cancel claims 1-13.

### **Listing of Claims**

This listing of claims will replace all prior versions and listings of claims in the application:

Claims 1-13. (Cancelled)

14. (Previously presented) A method for operating a search system, the method comprising:

- storing a plurality of search listing records, each search listing record including
  - data defining a search term,
  - data defining a bid amount chargeable to an advertiser upon receipt of a click through selecting the search listing among displayed search results;
- receiving from the advertiser a new desired rank for a search listing;
- based on other search listings associated with the search term of the search listing, automatically determining a new bid amount for the search listing required to achieve the new desired rank for the search listing;
- and
- automatically updating the stored search listing with the new bid amount.

15. (Previously presented) The method of claim 14 wherein determining the new bid amount comprises:

- locating a search listing for the search term having a rank no greater than the new desired rank;

retrieving bid amount associated with the located search listing; and  
determining a bid N cents higher than the retrieved bid amount.

16. (Previously presented) The method of claim 15 wherein  $N = 1$ .

17. (Previously presented) The method of claim 15 further comprising:  
receiving a confirmation from the advertiser; and  
updating the data defining the bid amounts for the plurality of search listing  
records.